



THE CITY OF SAN DIEGO

**Publication Date:** October 3, 2003  
**Requesting Department:** Development Services  
Support Services Division  
1222 First Avenue, MS 401  
San Diego, CA 92101

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| <b>Title:</b>              | <b>Development Services Customer Satisfaction Survey</b>                                   |
| <b>Submittal Due Date:</b> | Thursday, November 6   |
| <b>Project Manager:</b>    | Jason Mahlin, 619-446-5259, <a href="mailto:jmahlin@sandiego.gov">jmahlin@sandiego.gov</a> |

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The City of San Diego may require consultant services for this project. Consultants wishing consideration should submit the following for Selection Committee review: one (1) original and four (4) copies of response to the Request for Proposal (RFP). Qualified consultants are asked to prepare and submit proposals to identify key drivers of customer satisfaction for client-segments, develop a survey instrument and conduct customer service surveys for the Development Services Department.

**COMMITMENT TO EQUAL OPPORTUNITY:**

It is the policy of the City of San Diego to encourage equal opportunity in its professional services contracts. Toward this end, proposals from small businesses, disabled owned businesses, women owned businesses, firms owned by African-Americans, Native Americans, Asian-Americans, Filipinos and Latinos, and local firms are strongly encouraged. Prime Consultants are encouraged to subconsult or joint venture with these firms. The City endeavors to do business with firms sharing the City's commitment to equal opportunity and will not do business with any firm that discriminates on the basis of race, religion, color, ancestry, age, gender, sexual orientation, disability, medical condition, or place of birth.

**REQUEST FOR PROPOSAL:**

Contact Jason Mahlin at 619-446-5259 or [jmahlin@sandiego.gov](mailto:jmahlin@sandiego.gov) to request the RFP package.

**SUBMIT INFORMATION TO:**

Jason Mahlin, Management Analyst  
Development Services Department  
Support Services Division  
1222 First Avenue, MS 401  
San Diego, CA 92101

Proposals must be received by 4:00 p.m. (Pacific Standard Time), Thursday, November 6, 2003.

**PRE-SUBMITTAL TELEPHONE CONFERENCE:**

There will be a Pre-Submittal Telephone Conference on October 14, 2003, at 10:30 a.m. (Pacific Daylight Time) at which time questions will be responded to regarding this RFP. Contact Jason Mahlin at 619-446-5259 or [jmahlin@sandiego.gov](mailto:jmahlin@sandiego.gov) to confirm your participation in the pre-submittal conference and obtain additional details how to join in on the conference call.

**GENERAL DESCRIPTION AND SCOPE OF SERVICES:**

The objectives of the survey program are to:

- Determine the key drivers of Development Services customer satisfaction and incorporate those key drivers in a survey instrument;
- Measure overall customer satisfaction with the Department's performance in providing services;
- Measure customer satisfaction for specific services including plan check, inspection services, project management, project submittal and development permit information assistance.
- Measure customer satisfaction with individual City staff personnel;
- Implement and maintain an ongoing customer survey program with survey results reported on a periodic basis;
- Ensure that the customer survey results are statistically valid, have a high degree of accuracy and are not reflective of a respondent self-selecting survey process.